

REMARKS

In response to the Office Action dated July 17, 2005, Applicants respectfully request reconsideration based on the following amendments and remarks. Applicants respectfully submit that the claims as presented are in condition for allowance.

Applicants thank the Examiner for granting the Examiner's Interview of August 15, 2005. An interview summary is attached herewith.

Claims 1-23 are pending. Claims 1-23 have been rejected. Claims 1, 7, 13 and 21 are independent claims from which claims 2-6, 8-12, 14-20 and 22-23 respectively depend. Claims 1, 7, 13 and 21 have been amended. No new matter has been added. Support for the amendments can be found on page 3 line 11 to page 4 line 19 and elsewhere in the application as filed.

Objections to Drawings

The Examiner has indicated that new drawings in compliance with 37 CFR 1.21(d) are required because screen shots are not allowed. Replacement Figures 1-14 are included herewith. Applicants respectfully request the withdrawal of the objections to the figures. Applicants respectfully request confirmation that the formal drawings have been accepted.

§102(e) Rejections

Claims 1-10, 12-13 and 19-20 have been rejected under 35 U.S.C. § 102(e) as anticipated by Reed et al. (U.S. Patent No. 6,088,717). It is respectfully submitted that these claims are patentable because Reed does not disclose or suggest all the features recited by Applicants' amended claims. For example, Applicants' claim 1, from which claims 2-5 depend, recites:

A method of facilitating commerce over a communications network comprising:

generating data indicative of a retail web site, contacted from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and the directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer;

generating a signature of said data using a private key;

providing said data and said signature to a plurality of computing devices;

providing to said plurality of computing devices a public key corresponding to said private key; and

providing to said plurality of computing devices a set of computer-executable instructions which performs acts comprising:
determining the authenticity of said data against said signature; and
displaying a link to said web site upon a determination that said data is authentic.

(emphasis added).

Applicants respectfully submit that Reed does not disclose or suggest at least the italicized features of Applicants' amended claim 1.

Reed is directed to an automated communications system that can transfer data, metadata and instructions between databases from a provider computer to a consumer computer via a communications network to control and process communications and is directed to solving problems associated with dissemination of information about products and services of a company to consumers. In particular, Reed is concerned with finding ways to enable a consumer to easily receive the information the consumer wants when he wants it, to enable a consumer to find the information readily and to avoid sending the consumer information that the consumer does not want to receive. Reed does not disclose or suggest at least the italicized features of Applicants' amended claim 1. Hence, Applicants respectfully submit that claim 1 is allowable and request the withdrawal of the 102 rejections of claim 1 and the claims that depend therefrom.

Independent claims 7 and 13 have been amended to include analogous features. Hence Applicants respectfully request the withdrawal of the 102 rejections of these claims and the claims that depend therefrom, for the reasons cited above.

§103(a) Rejections

Claim 11 has been rejected under 35 U.S.C. § 103(a) as being unpatentable over Reed in view of McFadzean et al. (U.S. Publ. No. US 2001/037302). Applicants respectfully submit that claim 11 is allowable as depending from allowable claim 7 because neither Reed nor McFadzean, alone or in combination, disclose or suggest all the non-obvious features of amended claim 7.

McFadzean does not cure the deficiencies of Reed, (described above with respect to an analogous feature of claim 1). McFadzean is directed to locating and accessing information resources in a distributed information network. In response to receiving an

HTTP request from a client, an ID authority server returns a URL of an ID registry server corresponding to a profile associated with the client. The client sends a query based on a domain name it receives from the ID authority server to the ID registry server. The ID registry server returns the URL of an appropriate ID host server. Hence, as neither Reed nor MacFadzean, alone or in combination, disclose or suggest at least *"a shopping module which receives said indication and which conditionally displays a link to said web site, said web site contacted from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and a directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer"*, as recited by amended claim 7, from which claim 11 depends, Applicants respectfully submit that claim 11 is allowable and request the withdrawal of the 103 rejection of claim 11.

Claims 14-18 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Reed in view of Fransdonk (U.S. Publ No. US 2003/0165241). Applicants respectfully submit that claims 14-18 are allowable as depending from allowable claim 13 because neither Reed nor Fransdonk disclose or suggest all features of Applicants' amended claim 13. As described above, Reed does not disclose or suggest all the non-obvious features of Applicants' amended claim 13, from which claims 14-18 depend. Fransdonk does not cure the deficiencies of Reed. Fransdonk is directed to signing a content license required to access content and to distributing content in a geographically controlled fashion. The delivery system releases the content for delivery to the requestor provided that the content location complies with geographic access criteria. Hence, as neither Reed nor Fransdonk disclose or suggest at least *"creating a list of web sites, said web sites contacted from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and the directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer"*, Applicants respectfully

submit that claims 14-18 are allowable and request the withdrawal of the 103 rejections of these claims.

Claims 21-22 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over Perkowski (U.S. Patent No. 6,064,979) in view of Reed. Applicants respectfully submit that claims 21-22 are allowable because neither Perkowski nor Reed, alone or in combination, disclose or suggest at least *“accessing a list which includes a plurality of web sites, each of said web sites having a corresponding signature, each of said web sites contacted from within a directory feature of an integrated shopping service of a client computer, said integrated shopping service comprising a content-rendering application, a retail shopping user interface and the directory feature, wherein a list of on-line retailers displayed by the directory feature enables navigation to a retailer on the list of on-line retailers directly through the list and wherein the list of on-line retailers is selected by a user of said client computer.”* Perkowski is directed to finding and serving consumer product-related information on the Internet. A database serving subsystem stores manufacturer identification numbers (MINs) assigned to product manufacturers. The client sends a request for information about a product identified by a universal product number (UPN). The database serving subsystem compares the UPN against the MINs and returns one or more URLs symbolically linked to the UPN. If there are no linked URLs, the homepage of the manufacturer's website is returned.

Reed, as described above is directed to an automated communications system that can transfer data, metadata and instructions between databases from a provider computer to a consumer computer via a communications network to control and process communications and is directed to solving problems associated with dissemination of information about products and services of a company to consumers. Hence, as neither Perkowski nor Reed disclose or suggest at least the italicized features listed above, Applicants respectfully submit that claims 21-22 are allowable and request the withdrawal of the 103 rejections of these claims.

Claim 23 has been rejected as being unpatentable over Perkowski in view of Reed and further in view of McFadzean. Applicants respectfully submit that claim 23 is allowable because it depends from allowable claim 21, for the reasons described above. Neither Perkowski nor Reed nor McFadzean alone or in combination disclose or suggest all the

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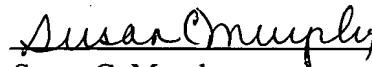
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PROCEDURE PURSUANT TO
37 CFR § 1.116**

features of allowable claim 21 from which claim 23 depends. McFadzean is directed to locating and accessing information resources in a distributed information network. In response to receiving an HTTP request from a client, an ID authority server returns a URL of an ID registry server corresponding to a profile associated with the client. The client sends a query based on a domain name it receives from the ID authority server to the ID registry server. The ID registry server returns the URL of an appropriate ID host server. Hence, McFadzean does not cure the deficiencies of Perkowski and Reed as described above with respect to claim 21. Hence, as neither Perkowski nor Reed nor McFadzean disclose or suggest at least the italicized features listed above, Applicants respectfully submit that claim 23 is allowable and request the withdrawal of the 103 rejections of claim 23.

Conclusion

In view of the foregoing remarks, Applicants respectfully submit that the present Application is in condition for allowance. Withdrawal of the rejections of the claims and an early allowance is earnestly solicited.

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